Substitute	o for form 1449A/PTC)		Complete if Known		
				Application Number	10/039,062	
INFO	RMATION	DIS	CLOSURE	Filing Date	December 31, 2001	
STAT	LEMENT B.	Y Al	PPLICANT	First Named Inventor	Matz	
				Group Art Unit	2448	
(use as many sheets as necessary)				Examiner Name	Strange, Aaron N.	
Sheet	1	of	9	Attorney Docket Number	01376	

			U.S. PATENT DOCUMENTS		
Examiner Cite		U.S. Patent Document	Name of Patentee or Applicant	Date of Publication	
Examiner Initials *	Cite No. ¹	Number Kind Code ² (if known)	of Cited Document	of Cited Document MM-DD-YYYY	
		D437,879	Weinandt	02-2001	
		D494,953	Leung	08-2004	
		3,798,610	Bliss et al.	03-19-1974	
		3,886,302	Kosco	05-27-1975	
		4,130,833	Chomet	12-19-1978	
		4,258,386	Cheung	03-24-1981	
		4,361,851	Asip et al.	11-30-1982	
		4,488,179	Kruger et al.	12-11-1984	
		4,566,030	Nickerson et al	01-21-1986	
		4,567,591	Gray et al.	02-28-1986	
		4,598,288	Yarbrough et al.	07-01-1986	
		4,602,279	Freeman	07-1986	
		4,688,248	Tomizawa	08-18-1987	
		4,689,661	Barbieri et al.	08-25-1987	
		4,697,209	Kiewitt et al.	09-1987	
		4,720,873	Goodman et al.	01-19-1988	
		4,816,904	McKenna et al.	03-28-1989	
		4,890,322	Russell, Jr.	12-26-1989	
		4,912,552	Allison	03-27-1990	_
		5,010,585	Garcia	04-23-1991	
		5,046,090	Walker et al.	09-03-1991	
		5,046,092	Walker et al.	09-03-1991	
		5,055,924	Skutta	10-08-1991	
		5,173,900	Miller et al.	12-22-1992	
		5,191,645	Carlucci et al.	03-02-1993	
		5,208,665	McCalley et al	05-04-1993	
		5,247,347	Litteral et al.	09-21-1993	
		5,249,044	VonKohorn	09-28-1993	
		5,287,181	Holman	02-15-1994	

Examiner Signature	Date Considered	
ů		

Substitu	te for form 1449A/PTC)			Complete if Known
				Application Number	10/039,062
INF	ORMATION	DIS	CLOSURE	Filing Date	December 31, 2001
STA	TEMENT B	Y A	PPLICANT	First Named Inventor	Matz
				Group Art Unit	2448
	(use as many she	ets as	necessary)	Examiner Name	Strange, Aaron N.
Sheet	2	of	9	Attorney Docket Number	01376

			U.S. PATENT DOCUMENTS		
Examiner Initials *	Cite No.1	U.S. Patent Document	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	
		5,335,277	Harvey et al.	08-02-1994	
		5,339,315	Maeda et al.	08-16-1994	
		5,343,240	Yu	08-30-1994	
		5,357,276	Banker et al.	10-18-1994	
		5,374,951	Welsh	12-20-1994	
		5,389,964	Oberle	02-1995	
		5,382,970	Kiefl, John B.	01-1995	
		5,404,393	Remillard	04-04-1994	
		5,410,326	Goldstein	04-1995	
		5,410,344	Graves	04-1995	
		5,436,653	Ellis et al.	07-1995	
		5,446,490	Blahut et al.	08-29-1995	
		5,446,919	Wilkins, Jeff K.	08-1995	
		5,500,681	Jones	03-1996	
		5,532,735	Blahut et al.	07-1996	
		5,543,911	Levitan	07-1996	
		5,585,838	Lawler et al.	12-17-1996	
		5,585,865	Amano	12-1996	
		5,606,602	Johnson et al.	02-1997	
		5,608,448	Smoral et al.	03-04-1997	
		5,619,247	Russo	04-1997	
		5,659,350	Hendricks	08-1997	
		5,661,516	Carles, John B.	08-1997	
		5,698,670	Matty	10-06-1997	
		5,710,815	Ming et al.	01-1998	
		5,740,549	Reilly et al.	04-1998	
		5,724,521	Dedrick	03-1998	
		5,724,525	Beyers II et al.	03-1998	

Examiner Signature	Date Considered	
-----------------------	--------------------	--

Substitute	for form 1449A/PTC)		Complete if Known		
				Application Number	10/039,062	
INFO	RMATION	DIS	CLOSURE	Filing Date	December 31, 2001	
STAT	TEMENT B'	Y Al	PPLICANT	First Named Inventor	Matz	
				Group Art Unit	2448	
(use as many sheets as necessary)				Examiner Name	Strange, Aaron N.	
Sheet	3	of	9	Attorney Docket Number	01376	

			U.S. PATENT DOCUMENTS		
Examiner Initials *	Cite No. ¹	U.S. Patent Document	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	
		5,740,549	Reilly et al.	04-1998	
		5,754,393	Herz	05-1998	
		5,754,775	Adamson et al.	05-1998	
		5,758,257	Herz	05-1998	
		5,774,170	Hite et al.	06-1998	
		5,778,182	Cathey et al.	07-07-1998	
		5,794,210	Goldhaber et al.	08-11-1998	
		5,796,952	Davis et al.	08-1998	
		5,809,481	Baron et al.	09-1998	
		5,838,314	Neel	11-1998	
		5,848,396	Gerace	12-1998	
		5,848,397	Marsh et al.	12-1998	
		5,850,447	Peyret, Patrice	12-1998	
		5,854,897	Radziewicz et al.	12-1998	
		5,861,906	Dunn	01-199	
		5,872,834	Teitelbaum, et al.	02-1999	
		5,883,942	Lim et al.	03-1999	
		5,892,536	Logan	04-1999	
		5,901,209	Tannhenbaum, et al.	05-1999	
		5,946,636	Uyeno et al.	08-1999	
		5,973,683	Cragun	10-1999	
		6,002,393	Hite	12-1999	
		6,005,597	Barrett	12-1999	
		6,100,916	August	08-2000	
		6,134,531	Trewitt et al.	10-2000	
		6,185,614	Cuomo	02-2001	
		6,199,076	Logan et al.	03-2001	
		6,202,210	Judtke, Harold A.	03-2001	
		6,236,975	Boe et al.	05-2001	

Examiner Signature	. I	Date Considered	
-----------------------	-----	--------------------	--

Substitute	for form 1449A/PTC)		Complete if Known		
				Application Number	10/039,062	
INFO	RMATION	DIS	CLOSURE	Filing Date	December 31, 2001	
STAT	TEMENT B	Y AI	PPLICANT	First Named Inventor	Matz	
				Group Art Unit	2448	
(use as many sheets as necessary)				Examiner Name	Strange, Aaron N.	
Sheet	4	of	9	Attorney Docket Number	01376	

			U.S. PATENT DOCUMENTS		
Examiner Initials *	Cite No. ¹	U.S. Patent Document	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	
		6,253,189	Feezell et al.	06-2001	
		6,282,713	Kitsukawa	08-2001	
		6,292,549	Lung et al.	09-2001	
		6,304,644	Karnowski	10-2001	
		6,310,943	Kowlaski	10-2001	
		6,314,568	Ochiai	11-2001	
		6,317,488	DePond et al.	11-2001	
		6,324,271	Sawyer et al.	11-2001	
		6,332,021	Latter et al.	12-2001	
		6,339,639	Henderson	01-2002	
		6,341,161	Latter et al.	01-2002	
		6,345,187	Berthoud et al.	02-2002	
		6,351,637	Lee	02-2002	
		6,353,929	Houston, John S.	03-2002	
		6,366,772	Arnson	04-2002	
		6,408,437	Hendricks et al.	06-2002	
		6,427,003	Corbett	07-2002	
		6,438,216	Aktas, Christoph	08-2002	
		6,442,262	Moss et al.	08-2002	
		6,442,263	Beaton et al.	08-2002	
		6,445,781	Heinmiller et al.	09-2002	
		6,477,704	Cremia	11-2002	
		6,457,010	Eldering	09-2002	
		6,463,468	Bush	10-2002	
		6,480,589	Lee et al.	11-2002	
		6,493,439	Lung et al.	12-2002	
		6,496,569	Pelletier et al.	12-2002	
		6,496,571	Wilson	12-2002	
		6,496,818	Ponte	12-2002	
		6,498,841	Bull et al.	12-2002	
		6,505,348	Knowles	01-2003	

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--

Substitute	e for form 1449A/PTO			Complete if Known		
				Application Number	10/039,062	
INFO	RMATION	DIS	CLOSURE	Filing Date	December 31, 2001	
STAT	TEMENT BY	/ Al	PPLICANT	First Named Inventor	Matz	
				Group Art Unit	2448	
	(use as many shee	ets as	necessary)	Examiner Name	Strange, Aaron N.	
Sheet	Sheet 5 of 9		Attorney Docket Number	01376		

			U.S. PATENT DOCUMENTS		
Examiner Initials *	Cite No. ¹	U.S. Patent Document	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	
		6,507,839	Ponte	01-2003	
		6,510,417	Woods	01-2003	
		6,529,591	Dosani et al.	03-2003	
		6,530,082	DelSesto et al.	03-2003	
		6,542,583	Taylor	04-2003	
		6,542,591	Amro et al.	04-2003	
		6,546,092	Corbett et al.	04-2003	
		6,553,110	Peng	04-2003	
		6,553,178	Abecassis, Max	04-2003	
		6,560,317	Quagliana	05-2003	
		6,560,327	McConnell	05-2003	
		6,570,971	Latter et al.	05-2003	
		6,571,344	Sitnik, Eran	05-2003	
		6,574,319	Latter et al.	06-2003	
		6,584,490	Schuster et al.	06-2003	
		6,631,360	Cook	10-2003	
		6,631,181	Bates et al.	10-2003	
		6,639,979	Kim	10-2003	
		6,650,743	Heinmiller et al.	11-2003	
		6,718,021	Crockett et al.	04-2004	
		6,728,355	Kowalski	04-2004	
		6,731,727	Corbett et al.	05-2004	
		6,748,058	Schwend et al.	06-2004	
		6,748,068	Walsh et al.	06-2004	
		6,766,003	Moss et al.	07-2004	
		6,771,754	Pelletier et al.	08-2004	
		6,771,755	Simpson	08-2004	
		6,772,209	Chernock	08-2004	
		6,785,301	Chapman et al.	08-2004	
		6,785,368	Eason et al.	08-2004	

Examiner Signature	Date Considered	
9		

Substitute	e for form 1449A/PTO			Complete if Known		
				Application Number	10/039,062	
INFO	RMATION	DIS	CLOSURE	Filing Date	December 31, 2001	
STA	TEMENT B	YA	PPLICANT	First Named Inventor	Matz	
				Group Art Unit	2448	
	(use as many she	ets as	necessary)	Examiner Name	Strange, Aaron N.	
Sheet	6	of	9	Attorney Docket Number	01376	

			U.S. PATENT DOCUMENTS		
Examiner Initials *	Cite No. ¹	U.S. Patent Document	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	
		6,798,879	Beham, Thoms C.	09-2004	
		6,807,267	Moss et al.	10-2004	
		6,810,115	Fukuda	10-2004	
		6,810,527	Conrad et al.	10-2004	
		6,816,481	Adams et al.	11-2004	
		6,826,271	Kanabar et al.	11-2004	
		6,831,974	Watson et al.	12-2004	
		6,845,151	Peng	01-2005	
		6,970,641	Pierre	11-2005	
		6,976,268	Courtney	12-2005	
		6,985,882	Del Sesto, Justin	01-2006	
		7,000,245	Pierre	02-2006	
		7,039,599	Merriman	05-2006	
		7,020,336	Cohen-Solal	03-2006	
		7,093,932	Eldering	05-2006	
		7,100,183	Kunkel et al.	08-2006	
		7,343,354	Hennessey, Peter J.	03-2008	
		7,587,732	Wright et al.	09-2009	
		2002/0004382	Cox et al.	01-2002	
		2002/0090933	Rouse et al.	07-2002	
		2002/0009184	Shnier	01-2002	
		2002/0016748	Emodi et al.	02-2002	
		2002/0122401	Xiang et al.	09-2002	
		2002/0183098	Lee et al.	12-2002	
		2002/0191755	Lew et al.	12-2002	
		2002/0049967	Haseltine et al.	04-2002	
		2002/0035600	Ullman et al.	03-2002	
		2002/0032906	Grossman	03-2002	
		2002/0035600	Ullman et al.	03-2002	
		2002/0123928	Eldering et al.	09-2002	

Examiner	Date
Signature	Considered

Substitute	e for form 1449A/PTO			Complete if Known		
				Application Number	10/039,062	
INFO	RMATION	DIS	CLOSURE	Filing Date	December 31, 2001	
STAT	TEMENT BY	Y A	PPLICANT	First Named Inventor	Matz	
				Group Art Unit	2448	
	(use as many shee	ets as	necessary)	Examiner Name	Strange, Aaron N.	
Sheet	7	of	9	Attorney Docket Number	01376	

		U.S. PATENT DOCUMENTS		
Cite No. ¹	U.S. Patent Document	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	
	2002/0092017	Klosterman et al.	07-2002	
	2002/0157109	Nakano et al.	10-2002	
	2002/0013757	Bykowsky	01-2002	
	2003/0092384	Ross, III	05-2003	
	2003/0108184	Brown et al.	06-2003	
	2003/0050100	Dent Paul W.	03-2003	
	2003/0095650	Mize	05-2003	
	2003/0148758	McMullin, William P.	08-2003	
	2003/0115597	Yassin et al.	06-2003	
	2003/0003990	Von Kohorn, Henry	01-2003	
	2003/0110497	Yassin et al.	06-2003	
	2003/0115597	Yassin et al.	06-2003	
	2003/0172374	Vinson et al.	09-2003	
	2003/0067554	Klarfeld	04-2003	
	2004/0261127	Freeman et al.	12-23-2004	
	2004/0128682	Liga et al.	07-2004	
	2004/0125929	Pope	07-2004	
	2004/0248560	Bedingfield et al.	12-2004	
	2005/0060759	Rowe et al.	03-2005	
	2005/0084084	Cook et al.	04-2005	
	2006/0106710	Meek et al.	05-2006	
	2006/0075456	Gray	04-2006	
	2006/0106710	Meek et al.	05-2006	
	2006/0161952	Herz et al.	07-2006	
	2006/0271552	McChesney et al.	11-2006	
	2007/0083885	Harding, Michael T.	04-2007	
	2007/0038514	Patterson et al.	02-2007	
	2008/0167943	O'Neil	07-10-2008	
	2010/0100435	Matz	04-2010	

Ī

Substitu	te for form 1449A/PTC)		Complete if Known		
				Application Number	10/039,062	
INF	DRMATION	DIS	CLOSURE	Filing Date	December 31, 2001	
STA	TEMENT B	Y A	PPLICANT	First Named Inventor	Matz	
				Group Art Unit	2448	
	(use as many she	ets as	necessary)	Examiner Name	Strange, Aaron N.	
Sheet	Sheet 8 of 9		Attorney Docket Number	01376		

	U.S. PATENT DOCUMENTS									
Examiner Initials *	Cite No. ¹	U.S. Patent Document		U.S. Patent Document Name of Patentee or Applicant of Cited Document						
		2010/0083298		Gray	04-2010					
		2010/0257037		Matz	10-2010					
		2010/0191601		Matz	07-29-2010					

			FOREIGN PAT	ENT DO	CUMENTS			
Examiner Initials*	Cite No.1	Foreign Patent Document Office Number ⁴		Kind Code ⁵ (if known)	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ₆
			EP 0 424 648		Wachob	02-02-1991		
			EP 1 162 840		Wilson	12-2001		
			WO 99 52285	Hendricks		10-14-1999		
			WO 99 04561	,	Alexander	01-28-1999		
			WO 94 17609		Kiefl et al.	08-04-1994		

OTHER PRIOR ART NON PATENT LITERATURE DOCUMENTS				
Examiner Cite Initials * No.1		Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.		
		www.actv.com, Screen Print, 10/8/2000		
		"ACTV, Inc. Offers Exclusive Preview of 'Individualized Television' at Official All-Star Café," Business Wire, Sept. 16, 1998.		
		"ACTV's HyperTV & 'Individualized Television' to be Powered by Sun Microsystems' JavaTV Technology," Business Wire, Apr. 21, 1999.		
		Whitaker, Jerry, "Interactive TV: Killer Ap or Technical Curiosity?", Broadcast Engineering, Dec. 1999.		
		Dickson, Glen, "Digital TV gets specifically directed," Broadcasting & Cable, June 5, 2000.		
		Reed, David, "The future is digital," Precision Marketing, v. 13, n.51, pg. 27, Sept. 21, 2001.		
		Wasserman, Todd, "Mining Everyone's Business." Brandweek, February 28, 2000. 19 pages		

Examiner Signature	Date Considered	
J		

Substitute	e for form 1449A/PTC)		Complete if Known	
				Application Number	10/039,062
INFO	RMATION	DIS	CLOSURE	Filing Date	December 31, 2001
STAT	TEMENT B'	Y A	PPLICANT	First Named Inventor	Matz
				Group Art Unit	2448
	(use as many she	ets as	necessary)	Examiner Name	Strange, Aaron N.
Sheet	9	of	9	Attorney Docket Number	01376

	OTHER PRIOR ART NON PATENT LITERATURE DOCUMENTS				
Examiner Initials *	Cite No.1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²		
		CAULEY, LESLIE, "Microsoft, Baby Bell Form Video Alliance," <u>The Wall Street Journal</u> , September 26, 1994			
		"power, flexibility, and control," RespondTV, www.respondtv.com/whyrespond.html (11/16/01) pp. 1-2.			
		"It just clicks!," RespondTV, www.respondtv.com/inaction.html, (11/16/01) pp.1-2.			
		"Nielsen Media Research – Who We Are & What We Do," www.nielsenmedia.com/whoweare.html, (10/11/01) pp.1-4.			
		Aggarwal et al ("A Framework for the Optimizing of WWW Advertising" Proceedings of the International IFIP/GI Working Conference Trends in Distributed Systems for Electronic Commerce, Pages:1-10, Year of Publication: 1998).			

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--